

NASSAU COUNTY OFFICE OF MINORITY AFFAIRS



*"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED
CITIZENS CAN CHANGE THE WORLD; INDEED, IT IS THE ONLY THING THAT
EVER HAS"*

- MARGARET MEAD

ANNUAL REPORT 2008

A MESSAGE FROM
JOHN H. MOYE
 Executive Director
Nassau County Office of Minority Affairs

Dear Friends,

2008 was a banner year for the Nassau County Office of Minority Affairs! Our goal was to educate and engage our citizens about issues of vital importance facing our minority communities. As we look back, the Office of Minority Affairs would like to share with you our stakeholders, its many accomplishments.

I would like to begin with a really big thank you to the OMA family. OMA is welcoming another year with great accomplishments behind us because of your dedication and tireless hard work on behalf of minority communities here in Nassau County. I am especially proud of the dedication ceremony for the naming of the *Rosa Parks Hempstead Transit Center* and the installation of a memorial in honor of the late civil rights leader.

Work on the memorial project began shortly after her death on October 25, 2005. The Office of Minority Affairs provided funding for the project, while a team led by David Byer-Tyer, curator of the *Nassau County African-American Museum*, designed the memorial. At the unveiling on Saturday November 15th, 2008, County Executive Tom Suozzi was joined by civic, political and religious leaders from across the county, including the Hempstead and Freeport-Roosevelt branches of the *NAACP*, representatives of the *Holocaust Memorial and Tolerance Center of Long Island*, Police Commissioner Lawrence Mulvey, County Comptroller Howard Weitzman, State Assemblyman Charles Lavine, County Legislator Roger Corbin and Hempstead Town Councilwoman Dorothy Goosby.

I am equally proud of our County's M/WBE program which has been recognized by *Newsday* and the *New York Times* for the work done to increase county contracts and overall growth for such businesses.

In the Spring and Fall of 2008, OMA hosted "Entrepreneurial Training Sessions", a six-week series designed to educate M/WBE businesses about business law, bonding & insurance, marketing, how to become a certified/registered vendor within the county, and management to further encourage fiscally sound and efficient business practices.

In partnership with organizations like the *NAACP*, *Long Island Hispanic Chamber of Commerce*, *Institute for Health Care Disparities*, public officials and professionals, we have consistently brought together important members of the Asian-Pacific, African-American, Hispanic, and non-minority communities to discuss current issues concerning civil rights, housing and health care, and to provide a medium for interaction and for creating solutions. Furthermore, we have collaborated with several educational, faith-based and community-based organizations to increase outreach and to help accomplish our many goals.

It is our hope that in reviewing our Annual Report that you can see the many accomplishments we have achieved in 2008.

Please feel free to contact our office for information or assistance. Thank you.

John H. Moya
Executive Director

OVERVIEW OF NASSAU'S M/WBE PROGRAM FOR 2008

Nassau County is committed to encouraging and supporting the development of minority and women business enterprises (M/WBEs). Toward that end, Nassau County has established a formal M/WBE program as part of the County's efforts to build viable business partnerships with minority- and women-owned business enterprises. The primary goal of our Minority and Women Business Enterprise (MWBE) program is to create business opportunities for M/WBEs that provide goods, services and construction and to assist in improving their financial growth.

The key elements of the County's Minority and Women Business Enterprise Program are:

- 1) Certification
- 2) Outreach to the minority and women business community
- 3) Recruitment and utilization of minority and women owned business enterprises
- 4) Policies, procedures and best practices that provide access to the county's procurement opportunities
- 5) Measurement of agency / organizational progress
- 6) Retention of M/WBEs by fostering relationships and promoting an inclusive procurement environment

DOING BUSINESS WITH NASSAU COUNTY

Minority and Women Owned Businesses seeking to add their company to the Nassau County MWBE Registry are encouraged to complete our online certification forms found at:

http://www.nassaucountyny.gov/agencies/MinorityAffairs/MWBE_Pgm/vendor_cert.html.

While not a promise or guarantee of a contract, this database is used as a sourcing tool when Nassau County Buyers and/or Agency Procurement Officers are seeking suppliers for products and/or services.

KEY NASSAU COUNTY M/WBE EVENTS 2008

January	»MWBE Certification Workshop / Elmont
February	»2 nd Annual MWBE Awards Luncheon
June	»MWBE Certification Workshop / Glen Cove

	»M/WBE Supplier Diversity Conference – Cradle of Aviation
	»M/WBE Certification Workshop / Baldwin
September	»Hispanic Business Development Conference – Cradle of Aviation
October	»M/WBE Entrepreneurial Training – Mineola
November	»M/WBE Financial (Cost Estimating) Workshop – Mineola

2008 YEAR-END ACCOMPLISHMENTS FOR OMA

MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISE PROGRAM (M/WBE)

➤ M/WBE CERTIFICATION, OUTREACH AND TECHNICAL ASSISTANCE.

- **Minority and Women Business Enterprises.**

The Nassau County Office of Minority Affairs is responsible for administering the County Minority and Women Business Enterprise program (M/WBE Program). The M/WBE Program is a County mandated program designed to encourage and facilitate the growth and development of Minority and Women Business Enterprises. The Office of Minority Affairs (OMA) ensures that M/WBE's participates in County procurement opportunities to the fullest extent possible. The M/WBE program includes certification of M/WBE's, monitoring county contracts for compliance with M/WBE participation goals, and outreach activities to attract new M/WBE's.

- **M/WBE Certification Workshops.**

The purpose of the OMA certification workshop series is to provide potential M/WBEs with information pertaining to the M/WBE program, new County M/WBE rules and the certification process.

The Office of Minority Affairs in partnership with the Empire State Development Corporation conducted (3) county-wide



certification workshops in the communities of Elmont, Baldwin and Glen Cove

- **M/WBE Entrepreneurial Training.**

The continued support for and development of minority entrepreneurs are essential for maintaining the economic vitality of Long Island, particularly in minority communities. OMA believes training and technical assistance to minority and women-owned businesses is the cornerstone to improving short and long-term economic growth in local minority communities.

The purpose of the Training Seminar is to promote the growth and development of small and emerging businesses and to assist in the

potential for successful participation on County assigned projects. All seminars are **free** to business owners and their employees

- **M/WBE Annual Awards Luncheon**

The 2nd Annual Awards Luncheon, held at the Coral House, in Freeport on February 7, 2008, not only highlighted the successes of the County's M/WBE program but it fostered an optimal networking environment for registered & prospective vendors and also awarded recipients such as Barbara Thayer (President, *Barbara Thayer & Associates*);



Jim Hirani (President, *Hirani Engineering*); Phyllis Hill Slater (Founder, *Black Women's Enterprises*) and John Villafane (President, *Villafane Construction*). A total of five (5) certified Minority and Women Business Entrepreneurs were the honored recipients of County Executive Suozzi's "2008 MWBE Trail Blazer Awards". Addressing an audience of approximately 230 entrepreneurs and vendors, Michael Jones-Bey, Executive Director of *M/WBE Programs at the Empire State Development Corporation* served as the keynote speaker.



DISADVANTAGE BUSINESS ENTERPRISE PROGRAM (DBE)

Nassau County has established a Disadvantaged Business Enterprise (DBE) Program in accordance with regulations of the U.S. Department of Transportation. The primary goal of the County's Disadvantaged Business Enterprise Program is:

- To ensure nondiscrimination in the award and administration of DOT assistance contracts
- To create a level playing field on which DBEs can compete fairly for DOT assisted contracts
- To help remove barriers to the participation of DBEs in DOT assisted contracts and,
- To assist in the development of firms that can compete successfully outside the DBE program.

THE BENEFITS

The DBE Program provides companies with substantial benefits. Some of these benefits include:

1. Companies will be listed in the *New York State DOT DBE Directory (DBE Directory)* that is distributed among prime contractors and consultants throughout the New York area. The directory is also placed in the proposal forms of all advertised federally-assisted projects. The *DBE Directory* is a successful marketing tool for DBEs.
2. DBEs have access to a list of work items typically subcontracted by Prime Contractors and Consultants. A DBE's search for firms that perform related work is facilitated by the *Prime Contractor/Consultant Quick Reference Chart* located in the front of the *DBE Directory*. This information may be a key to generating new business opportunities.
3. DBEs receive information regarding upcoming NYSDOT projects and the prime contractors/consultants that have shown interest in them.

REQUIREMENTS

Before being certified as a DBE, a company must meet five basic requirements:

1. The owner must be a member of a socially and economically disadvantaged group. This means owners who are citizens of the United States, or who are lawfully admitted permanent residents, and are: Black, Hispanic, Native Americans, Asian-Pacific Islanders, Subcontinent Asians, or women regardless of race.
2. The business must be owned, at least 51%, by one or more individuals who are considered members of a socially and economically disadvantaged group.
3. The owner must control the company's management and daily operations.
4. An owner's personal net worth cannot exceed \$750,000 (excluding ownership interest in the firm and the equity in his/her primary residence).

5. The company must meet the Small Business Administration's Size Standard requirements. Visit www.sba.gov/size/sizetable.html for more information

AFFIRMATIVE ACTION/ DIVERSITY MANAGEMENT

- *Law & Order Job Shadowing Program*. OMA served as administrator and coordinator for its 1st Annual Nassau County Office of Minority Affairs *Law & Order Job Shadowing Program*. A total of 40 high school students from 4 districts shadowed governmental officials & staff. The 4-part series was designed to increase access to opportunity and familiarize the students with the inner workings of each branch of our local government by integrating classroom learning with career readiness.



- *Diversity Training/Workshop*. Throughout 2008, OMA conducted several in-service diversity trainings for the Nassau County Police Department for over 280 recruits, experienced officers and/or AMT's. The trainings are an extension of the effort to not only increase awareness but to promote cultural competence resulting in effective communications/interactions between police and minority communities.
- *Affirmative Action*. Beginning in early 2008, OMA consulted with Sheriff's Department and the *Nassau County Sheriff Guardians* (formerly *Brothers of the Shield*) to assist them with formulating an internal affirmative action program. Additionally, OMA participated on an inter-governmental RFP committee to select a contract vendor to perform 1 county-wide and 25 agency-specific written affirmative action plans. To facilitate the search, OMA authored the scope of services for the Affirmative Action Plan RFP. In the meantime, to maintain accuracy and preserve the integrity of the analyses resulting from the written affirmative action plans, OMA continued to review/ correct the coding of the workforce data system.

- [*Diversity Management*](#). In an effort to integrate diversity management into the overall organizational culture and to promote the delivery & provision of equitable high-quality services, OMA monitored various employment and workplace activities for affirmative action/diversity management issues. OMA developed formal partnerships with multicultural professional organizations via participation in the coordination of the *Nassau County Family Violence Taskforce* Professional Development subcommittee to host a conference on Stalking and Technology on 12/02/08 at the *de Seversky Center at N.Y.I.T.*, as well as, being an invited participant in the formation and organizing of a *National Association for Diversity Professionals*.

COMMUNITY SERVICES AND CONSTITUENT AFFAIRS

- [*Rosa Parks Memorial Dedication*](#). On December 1, 1955, Rosa Parks was arrested in Montgomery, Alabama after refusing to relinquish her seat to a white passenger. Her actions triggered the Montgomery Bus Boycott, which lasted for more than a year and eventually led to a Supreme Court decision requiring the desegregation of buses. Mrs. Parks came to be known as the “Mother of the Civil Rights Movement.”

Civic, political and religious leaders from across Nassau County including County Comptroller Howard Weitzman, County Legislator Roger Corbin, Hempstead Town Councilwoman Dorothy Goosby, State Assemblyman Charles Lavine, representatives of the *Holocaust Memorial and Tolerance Center of Long Island* and the *NAACP* joined County Executive Suozzi and the Office of Minority Affairs on Saturday November 15th at the rededication of the Hempstead Transit Center in honor of the late Civil Rights Leader Rosa Parks



- [*Hispanic Business Development Conference*](#). The “Hispanic Business Development Conference,” sponsored by the Office of Minority Affairs, the Long Island Hispanic Chamber of Commerce, the U.S. Small Business Administration and Verizon on September 29, 2008 at the Cradle of Aviation Museum was a salute to Hispanic Entrepreneurship where informational workshops were conducted to help small business executives take advantage of business resources and to help them remain successful in a shrinking economy.

The conference, which included complimentary breakfast and lunch, began with a plenary panel topic on business opportunities in Long Island. Workshop topics included *Fundamentals of International Trade*; *New York Empire Zones* and *Financing Ideas for Small Business*. Presenters at the conference were Patrick Duggan, Deputy County Executive for Economic Development, Shakir Farsakh, Director of the Long Island US Export Assistance Center and Nassau County Legislator David Mejias who served as keynote speaker.

- *M/WBE Supplier Diversity Conference: “Opportunity Knocks – Nassau County and Beyond”*. Under the direction of County Executive Thomas R. Suozzi, Nassau County has made a commitment to increase the level of minority and woman owned business participation and expand avenues of opportunity for minority and women owned business enterprise (MWBE) firms.

Toward that end and in keeping with the mandates and tenets of Local Law 14; Title 53 the Office of Minority Affairs sponsored the County’s first MWBE Supplier/Diversity Conference at the Cradle of Aviation Museum on June 9, 2008. Over 400 people were in attendance. There were three core objectives of the conference:

- Increase opportunities for minority and women owned businesses to participate in the County and State of New York’s contract activities.
- Increase both the dollar amount and percentage of products and services procured from M/WBE’s and the level of M/WBE representation on a list of commodities and services utilized by Nassau County and the State of New York.
- Assist both minority and women business enterprises to better understand the County and State of New York’s procurement practices and procedures.

For many minority and women owned businesses, 2008 was the year that tested whether or not their company had what it took to grow in a soft market. The 2008 conference, “Opportunity Knocks – Nassau County and Beyond” provided M/WBE’s with information to address key challenges and an opportunity to network with key procurement

officers and banking institutions. Additionally, the conference provided a forum for M/WBE's to discuss steps necessary to move beyond their comfort zone to achieve new levels of success.

- [Health Disparities Forum](#). Minority communities must possess the necessary skills to understand information and services and use them to make appropriate decisions about their health. We in the Office of Minority Affairs believe health literacy is essential in the fight to close the health disparities gap within minority communities. Minority communities must be able to read, comprehend, analyze information, weigh risks, make timely decisions and take action concerning their health.



Hosted by the Office of Minority Affairs, the first Minority Health Forum series in 2008 was co-sponsored by Fidelis Care New York, the Nassau County Department of Health, the Institute for Health Care Disparities at Nassau University Medical Center and the American Diabetes Association's theme: "*Mapping a Course for Community Action and Research*". The series focused on the role of *Health Communication in the Prevention and Management of Diseases* within local minority communities in Nassau County.

- [Keeping Your Home: The Housing Crisis on Long Island](#). With a mortgage crisis, adjustable rate mortgages re-setting, balloon payments coming to term, borrowers losing equity in their homes, a home market turned upside down by recent events, a deepening recession, and a tidal wave of foreclosure filings, the Office of Minority Affairs took immediate action by assembling a team of local, state and federal partners to assist distressed homeowners

On March 25, 2008 the Office of Minority Affairs, in partnership with the *Nassau County Office of Housing and Intergovernmental Affairs, New York State Banking Department, US Department of Housing and Urban Development, Community Development Corporation of Long Island and the State of New York Mortgage Agency (SONYMA)*, offered Nassau County area homeowners a free home foreclosure intervention workshop. With over 100 in attendance, homeowners were able to discuss their situation, learn about options available to them and encouraged to take steps to improve their situation and avoid foreclosure.

OUTREACH ACTIVITIES AND PROJECTS

- [2008 Women of Distinction Awards: Women of Today Leading the Way](#)
Nassau County's 2008 Women's History Month theme, "Women of today ... Leading the Way" honored and recognized the role of



Long Island's women in transforming culture, history and politics as leaders, writers, scientists, educators, politicians, artists, historians, and informed citizens. In 1987 Congress declared

the month of March as Women's History Month to recognize the contributions and achievements of women, and to promote the teaching of women's history.

In celebration of March as Women's History Month, County Executive Tom Suozzi, together with the Office of Minority Affairs honored several Long Island Women of Distinction who have served and sacrificed for their county and country

The 2008 honorees included:

- Patricia Chow
- Barbara Patton, Esq
- Caroline Monti Saladino
- Amina Shaw
- Dr. Manjari Bhatt



The program also featured a performance by the Long Island Conservatory. Evette Beckett-Tuggle, Executive Director of the NC Business Development Unit served as Mistress of Ceremonies and Mylan L. Denerstein, NYS Deputy Attorney General for Social Justice, was the keynote speaker. The program closed with a performance by vocalist Danielle Reed, who performed "*Amarilli, mia bella*" by Giulio Caccini.

- [5th Annual Asian-Pacific American Heritage Month Celebration](#)
Asian-Pacific American Heritage Month is celebrated in May to commemorate the contributions of people of Asian and Pacific Islander descent in the United States. Congress passed a joint Congressional Resolution in 1978 to commemorate Asian American Heritage Week during the first week of May. This date was chosen because two important anniversaries occurred during this time: the arrival of the

first Japanese immigrants in America on May 7, 1843 and the completion of the [transcontinental railroad](#) by Chinese laborers on May 10, 1869. In 1990, the United States House of Representatives voted to expand it from one week to a month long celebration.

To honor the achievements and contributions of Asian-Pacific Americans, the Office of Minority Affairs together with organizations such as the *Chinese Center of Long Island*, *Korean American Association of Long Island*, *Pakistani American's of Long Island*, *Sikh American's of Long Island* and the *Turkish Cultural Center of Long Island* hosted the County Executive's "5th Annual Asian-Pacific American Heritage Month Celebration". The 2008 celebration



showcased a wide variety of talent and culture from Nassau County's Asian-Pacific American communities to an audience of approximately 400. The celebration serves as the main venue for County Executive Suozzi to honor Asian-Pacific American's who have made significant contributions to our county and whose achievements and community service serves as an example for others to emulate.

County Executive Suozzi's 2008 honorees were:

- *Zaki Hossain*
- *Rose Lee Sing Lem*
- *Heung Soo Sul, M.D.*
- *Mr. Fazul Haq*
- *Sadri Altinok*

- [3rd Annual Veteran's Day Celebration](#). On November 10, 2008, minority veterans were honored before an audience of approximately 150 family, friends and residents. In commemoration of Veteran's Day, and to show our appreciation for the selfless sacrifice and unwavering service given since the founding of our great nation by minority veterans, the Office of Minority Affairs hosted the County Executive's 3rd Annual *Veteran's of Color Celebration*. County Executive Suozzi was joined by the United States Marine Corps, Elmont Memorial High School Marching Band, Nassau County Police Department's Pipe & Drum Corps, and West Point Gospel Choir. The Uniondale ROTC Color Guard, under the direction of Major Terry L.





Foster, was also present. Former New York City Mayor, David N. Dinkins served as keynote speaker.

The County Executive's 2008 Veteran's of Color honorees were:

Hon. David N. Dinkins

Angel Colon

Gabe Boo Lop Mui

George A. Jones

LaDona Vasquez

Zelene Diaz

Chong Hak Hong

Frank Singh

Khadijah Hajaj

James T. Reeder

